

Harmony

Sherwood Chamber of Commerce

July 2011

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Sherwood Chamber of Commerce
2303 E. Lee Avenue
PO Box 6082
Sherwood, AR 72120
(501) 835-7600

Keeping Customers Loyal

It's a well-known fact that it costs a lot more to acquire a new customer than to keep doing business with your existing ones. For this reason, the best way to become profitable is to grow and maintain loyal customers who keep coming back time and time again. It's all about relationship building. Customers aren't as loyal as they used to be. In the past, customers would find a company that offered a product or service that met their needs and remain with that company for many years. Times have changed. Customers can be tempted away by a competitor's offer if they feel that it is less expensive or better than yours. Customer Loyalty has become more of a science than it ever used to be, and it's critical to success.

1. Offer Discounts for Repeat Business

You will see some businesses offer potential customers a 'first-time' discount as a method to get people to try their products or services. I think it is better to reward loyalty by giving customers a discount each time they purchase your product or service. Over time, this helps to build a long-term relationship with your customer. So, when the competition comes calling, your customers remain with you because they receive a discount from your business every time they place an order—not just the first time.

2. Keep Mailing Lists

You may find it beneficial to keep two mailing lists: one for your prospects (people who might buy from you), and one for your customers (people who have bought from you). You should lavish attention on both lists, but especially on the existing customer list.

Create a campaign so you can keep in regular contact with your customers, always understanding their needs. This provides you with the opportunity to be available when they might need you again. The secret is this: contact, contact, contact. Some examples include sending Christmas or other holiday cards, inviting them to meet with you for lunch, sharing a new and exciting product or service, etc. A good tip is to always think about how you can create a better relationship with your customer.

If your product or service is one that the customer will need at regular intervals or at a certain time of year, be sure to track this type of information in your customer database and send something out prior to that timeframe. This will keep your name and contact information readily available for your customers.

3. Be Crazy about Feedback

You also want to get as much feedback from your customers as you can. Many companies fear feedback because they fear it will all be negative. I believe feedback, whether positive or negative, is good for the company. It allows you to be sure that your customers are satisfied with what you provided, allows you to fix anything that they're not happy with, and provides you with the opportunity to learn about new needs. Customers will appreciate this—and they'll like it even more if you actually implement their suggestions.

4. Provide a Personal Service

Go the extra mile to make your customer feel like they're your friend, and not just a tracking number in your database. Tailor everything you do to their needs, and make everything easy for them. Remember, creating customer loyalty is really about building a relationship with your customer.

CHAMBER NEWS

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Sherwood Chamber of Commerce Golf Tournament

July 18, 2011

The Greens at North Hills Golf Course

\$300: 4-man team

Spots are filling up fast! Get your team entered today! Sponsorships are still available. Lunch will begin at 12:00 pm and 'shotgun' tee-offs start at 1:00 pm. Call Katelyn at 835-7600 to enter your team today!

4th of July Family Celebration

Monday, July 4, 2011, 6pm - 9pm

Sherwood Forest
1111 W. Maryland Ave.

All are welcome to attend Sherwood's 12th Annual 4th of July Family Celebration. Doors open at 6pm. There will be free hot dogs and water, while supplies last. Fireworks start at 9pm. There will be a free shuttle service from Sylvan Hills High School.

Sponsored by the Sherwood Advertising & Promotions Commission

Mark Your Calendars!

35th Annual Sherwood Fest

September 17, 2011

Visit www.sherwoodfestar.com or 'Like' the Sherwood Fest page on Facebook for more details. The Sherwood Chamber of Commerce will once again be doing a Pancake Breakfast that morning.

Sign up for a booth by August 31 and receive an 'early bird' discount!

Sherwood Young Professionals

Are you a professional? Are you young? Do you live or work in Sherwood? Then Sherwood Young Professionals is the group for you! If you're looking for another networking opportunity then you will not want to miss the first Mix&Mingle of the Sherwood Young Professionals.

Thursday, July 28, 2011

5:30 pm - 7:30 pm

Shotgun Dan's Pizza, 4203 East Kiehl Avenue

Cost: FREE!

Come for the free food, stay for the great networking! Call 835-7600 for more details.

Scrumdiliumptious Ribbon Cutting- June 10, 2011



Welcome New Chamber Members!


Gwatney Buick GMC

5700 Landers Rd
Sherwood, AR 72117
(501) 551-2300

Tim Wilson Custom Homes, Inc

PO Box 94205
North Little Rock, AR 72190
(501) 837-7111

Welcome to the Sherwood Chamber of Commerce!



Become a fan of
the Sherwood
Chamber of
Commerce on
Facebook!

Thank You to our Website Advertisers!

Be sure to visit our new website, sherwoodchamber.net and look under the 'Events' and 'Newsletter' pages to find ads for Creative Signs, A.B & Sons Printing and NBA. Thank you for your support.

To find out about advertising on the Sherwood Chamber of Commerce's website, call 835-7600!

Thank you to Comcast Cable and Pop-a-Top North for your support of the Sherwood Chamber of Commerce's Fish Fry. And thank you to all our volunteers!



Monthly Membership Luncheon
Thursday, July 7, 2011
The Greens at North Hills Golf Course
12:00 pm

We hope you'll be able to join us for our monthly membership luncheon on July 7. Our guest speaker will be Skip Rutherford, Dean of the Clinton School of Public Service. Lunch will be catered by Golden Corral and will consist of fried chicken, mashed potatoes and gravy, garden salad and banana pudding. Bunker's will be providing water and tea. Food will be ready by 11:45 am so arrive early if you can. Don't forget to RSVP by Tuesday, July 5 by phone or email. You can also RSVP on our new website, www.sherwoodchamber.net, under the 'Members' page.

See you there!

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